

ALTHOUGH THE SCOPE OF THE SUBCOMMITTEE'S HEARINGS HAS COVERED MANY ASPECTS OF THE ROLE OF PHARMACEUTICAL COMPANIES IN PROVIDING CONTINUING MEDICAL EDUCATION, WE HAVE BEEN REQUESTED TO CONFINE OUR STATEMENT TO COMMERCIAL AND SCIENTIFIC EXHIBITS. ACCORDINGLY, OUR TESTIMONY WILL BE LIMITED TO THAT TOPIC. WE WERE SPECIFICALLY REQUESTED TO COVER THE FOLLOWING POINTS: THE CONTENT AND PURPOSE OF COMMERCIAL AND SCIENTIFIC EXHIBITS AND WHAT DISTINGUISHES ONE FROM THE OTHER; WHO SPONSORS THEM; WHO PREPARES THEM; WHAT KIND OF EDITORIAL REVIEW IS EXERCISED; ARE ANY EXHIBITS REJECTED; AND THE EXTENT TO WHICH CONVENTIONS ARE DEPENDENT ON DRUG COMPANY SUPPORT. WE WILL DISCUSS THESE POINTS IN THE ORDER IN WHICH THEY HAVE BEEN LISTED.

THE FIRST QUESTION CONCERNS THE CONTENT AND PURPOSE OF COMMERCIAL AND SCIENTIFIC EXHIBITS. ALTHOUGH WE CONSIDER BOTH TYPES OF EXHIBITS TO BE VALUABLE MECHANISMS FOR PROVIDING CURRENT MEDICAL INFORMATION TO OUR MEMBERS, WE RECOGNIZE THAT THE PRIMARY PURPOSE OF COMMERCIAL EXHIBITS IS TO PROMOTE THE PRODUCTS OF THOSE PURCHASING THE EXHIBIT SPACE. ON THE OTHER HAND, THE PRIMARY PURPOSE OF SCIENTIFIC EXHIBITS IS TO PROVIDE INFORMATION TO PHYSICIANS THROUGH THE DISSEMINATION OF THE RESULTS OF SCIENTIFIC RESEARCH. UNLIKE COMMERCIAL EXHIBIT SPACE, SCIENTIFIC EXHIBIT SPACE AT OUR ANNUAL MEETING CANNOT BE PURCHASED. RATHER, IT IS AWARDED ON THE BASIS OF THE EXHIBIT'S RELEVANCE TO FAMILY PRACTICE AS WELL AS QUALITY, LEGIBILITY, SCIENTIFIC ACCURACY AND ETHICAL CONTENT. WHEREAS A PROSPECTUS IS SENT TO POTENTIAL COMMERCIAL EXHIBITORS, THE ACADEMY DOES NOT SOLICIT SCIENTIFIC EXHIBITS EXCEPT IN THOSE INSTANCES IN WHICH THE EXHIBIT HAS BEEN VIEWED BY A MEMBER OF OUR SCIENTIFIC PROGRAM COMMITTEE